

KAS SWEENEY

ILLUSTRATION AND GRAPHIC DESIGN

EMAIL: kastheticsart@gmail.com

WEBSITE: www.kasthetics.com

PHONE: +61 0424 888 376

WORK EXPERIENCE

Lead Artist

Six to Start, 2015 - Current

- Created illustrations, game assets, merchandise, UI elements and promotional material for the ZRX app properties Zombies, Run!, Marvel Move, and Venture.
- Directed artistic vision for Zombies, Run!, The Walk, and Marvel Move, aligning visuals with narrative objectives.
- Managed the end-to-end art production process, from conceptualizing to commissioning and final delivery, for games played by millions worldwide.
- Delivered key art for major Apple and Google promotions, ensuring high-quality standards and meeting tight deadlines.
- Collaborated with Marvel Entertainment on the Marvel Move project, meeting and exceeding the highest industry standards for artwork.
- Oversaw art production, guiding creative teams in delivering cohesive and impactful visual assets.
- Fostered collaboration and maintained effective communication channels within cross-functional teams, enhancing overall project synergy.

Freelance Graphic Designer and Illustrator

Kasthetics, 2008 - Current

- Designed engaging and informative annual reports for clients, transforming data into visually appealing narratives that effectively communicated corporate achievements and milestones.
- Created captivating concept artwork, character designs, and illustrations for diverse projects, meeting clients' specific requirements and capturing unique artistic visions.
- Developed comprehensive branding and promotional materials, print banners, web graphics, and advertisements, tailoring designs to resonate with target audiences.

Senior Designer

Tytags Australia, 2008 - 2021

- Led the corporate branding initiatives for Tytags, developing memorable logos and brand identities that reflected the company's ethos.
- Designed and produced marketing materials, such as flyers, brochures, catalogues, signage, magazine advertisements, and web marketing, ensuring a cohesive brand image across all platforms.
- Managed Tytags' website design and content, enhancing user experience and ensuring up-to-date information for clients.
- Cultivated and maintained strong client relationships, delivering exceptional service and exceeding client expectations through innovative design solutions.

Art Director

Storyweaver, 2010 - 2015

- Led the creative direction at Storyweaver, managing a team of artists to produce art for a range of products, including their line of RPG books.
- Conceptualised, laid out, and produced RPG books, ensuring that visual elements effectively complemented the narrative.
- Produced illustrations for a wide range of RPG merchandise, such as handbooks, cards, packaging, and apparel, contributing to a seamless and immersive user experience.

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EDUCATION

Graphic Design and Interactive Digital Media

Design Centre Enmore TAFE

2010 - 2010

Graphic Design and Interactive Digital Media

North Sydney TAFE

2009 - 2010

Foundation Diploma

Australian Film Television and Radio School

2008 - 2009

SKILLS

- Graphic Design
 - Illustration
 - Art Direction
 - Video Editing
 - Layout
 - Branding
 - Typography
 - Motion Graphics
 - Adobe Creative Cloud (Photoshop, Indesign, Lightroom, Illustrator, After Effects, Premiere)
 - Microsoft Office
 - Sketch
 - Procreate
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REFERENCES

Adrian Hon (Co-founder and CEO at Six to Start)

Kas has worked across multiple projects at Six to Start for over a decade, creating an incredibly broad range of art for our award-winning games including Zombies, Run!, The Walk, Marvel Move, and the Zombies, Run! Board Game. In her capacity as Lead Artist and Art Director, she's been responsible for strategy, concepting, commissioning, and delivering art for our award-winning games played by millions of people, both across digital and physical media.

Some of these projects have been on the biggest of stages with extremely tight deadlines, like key art for major Apple and Google promotions, and our Marvel Move collaboration with Marvel Entertainment. It goes without saying that Marvel has the very highest standards possible for artwork, and I'm happy to say that I've always been able to rely on Kas to deliver on time and with zero drama, while being highly organised, a great communicator with the entire team, and a fantastic colleague.

I can't recommend Kas highly enough. She would be an excellent member or leader of any team, big or small.